



BLACK HISTORY MONTH 2018

VIDEO TRANSCRIPT

Background music with following copy overlay:

Race
Within a generation
25% of the UK workforce
Will be Black, Asian and Minority Ethnic
Will be BAME
We know employers with more
Diverse teams have
35% better financial results
Though representation in senior levels is only
1 in 16
But statistics are just part of the story
Companies have invested heavily in
Inclusion and Diversity
And we've made enormous progress
When it comes to talking about race
Are we still afraid of saying the wrong
things?
What if we moved beyond the language
What if we escaped the numbers
And got back to the individual?
What if the most important action
Was just having a conversation?
Because each of us
Has our own story

Has our own heritage and memories
Many of us don't want to talk about race
Because we believe we are colour blind
This Black History Month why not be
colour brave?
And have candid conversations about
race
That help us understand each other's
perspective and experiences
So we can make better decisions
And secure better prospects
For future generations
Avoiding conversations about race is
harmful
So let's start talking
Talking
Listening
Sharing
Understanding
Helping
Evolving

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